



**April is Savings and Investment month at AIB**  
**7th April 2008**

**- Special offers on deposit and equity saving products -**

AIB is running a savings and investment month in all its branches during April. This will focus on AIB's wide range of short, medium and long term savings and investment products. AIB has an accredited financial adviser available in every branch nationwide offering experienced advice on how best customers can meet their saving and investment goals.

Customers can avail of a number of different deposit offers including:

- A best in market variable interest rate of **7.30% A.E.R on AIB's Regular Saver Account**. This allows customers to save between €10 and €300 per month. It offers total flexibility with instant access to funds at anytime without penalty. The variable interest rate on this account will at least match ECB + 3% until 19th February 2009. After that the rate will at least match ECB until 1st January 2010.
  - A high return of **5.00% A.E.R variable on lump sums up to €10,000** and 3.50% A.E.R. variable on all amounts from €10,001 to €100,000 with **AIB's Online Notice Deposit 7**. This account offers customers easy, secure access online and is available through AIB Internet Banking. Customers can transfer money into the account at any time.
- Customers wishing to save or invest over the medium to long term (5 years +) can discuss the various **equity based** fund options with an adviser and avail of one of the following special offers during April:
- **Equity based regular savings plans** – AIB will add a loyalty bonus equivalent to 3 free premiums to the AIB Personal Instalment Plan, which could be worth up to €1,500 to customers. This offer is suitable for customers who wish to save between €250 and €499 per month over the medium to long term (5 to 7 years +).
  - **Lump sum eligible investment funds** – AIB will add an extra allocation of 0.5% of the amount invested if a customer invests a lump sum into one of seven eligible investment funds available.

The range of products available means there is something for every type of income and lifestyle including saving for children or grandchildren with the Junior Saver account, Special Term Deposit accounts, Fixed Term Deposit accounts and equity based savings plans. Further information on all savings and investment products is available at any AIB branch nationwide.

Hugh O'Keeffe, Head of Resources Strategy and Products, AIB, said,

*"With so many different products and rates on the market, consumers are often confused and turned off by the myriad of options available to them. AIB's qualified financial advisers are available in all our branches offering customers friendly and reliable advice and allaying any fears or confusion customers might feel.*

*"And we know from our research that our customers value the service and advice given by our Financial Advisers: 95% of customers said they would recommend a similar consultation to a family member or friend."\**

\*Source: Ipsos MORI, Nov 2007

**- Ends-**

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